

concealed weapons

CAMOUFLAGE EVERYTHING FROM DARK CIRCLES TO STRETCH MARKS WITH THIS ARSENAL OF TARGET-SPECIFIC COVER-UPS

Today's concealers have (hidden) agendas. Unlike the one-guise-fits-all blanket coverage of previous concealers, these fresh faces target specific trouble spots with specialized formulations. There are light-diffusing concealers for taming raccoon-like undereye circles; medicated concealers with acne eradicators; pigment-rich concealers that can send varicose veins running for cover. "Concealers perform much better than in the past," says Mally Roncal, a bicoastal celebrity makeup artist. "They look more natural and are geared to unique tasks." How to make up your mind about which of these disappearing acts to add to your cosmetics bag? Check out our concealer coverage on the following pages, where we reveal everything you need to know about these masters of disguise—no cover charge required.

PHOTOGRAPHS BY OLIVIA GRAHAM
STYLING BY FORMULA Z/S
WRITTEN BY KATHLEEN RENDA



COVER STORY

Crayon and stick concealers, which are creamier and more densely pigmented than liquid versions, are best for camouflaging blemishes. For healing plus concealing, look for formulations with built-in acne fighters like salicylic acid, or opt for oil-free varieties that won't irritate inflamed skin or clog pores.

1 WET 'N' WILD Coverall in Light, \$1.99; drugstores. 2 MAYBELLINE NEW YORK Coverstick in Ivory, \$5.65; drugstores. 3 CLINIQUE Acne Solutions Concealing Stick, \$13.50; clinique.com. 4 SUE DEVITT STUDIO Automatic Camouflage Concealer in Tanami, \$21; 888-870-1150. 5 M.A.C Studio Stick Concealer, \$14; maccosmetics.com. 6 LORAC Oil Free Neutralizer, \$30; sephora.com. 7 PHYSICIANS FORMULA Concealer 101 Duo in Green/Light, \$6.95; drugstores.

blemishes and broken capillaries

To mask acne and spider veins, pat on green concealer—which counteracts redness—with a fingertip or cotton swab. Follow with concealer that exactly matches your skin tone, then apply foundation as usual.

NUDE AND IMPROVED

Apply corrective concealer, which has a slightly tacky consistency, with a nylon makeup brush for precise results. **1 SEPHORA** Professional Point Concealer brush, \$14; sephora.com. **2 CHANTECAILLE** Total Concealer, \$35; Neiman Marcus; 800-937-9146. **3 GLO MINERALS** GloCamouflage, \$19; 888-496-8007. **4 MERLE NORMAN COSMETICS** Luxiva Flawless Effect Loose Powder, \$22.50; 800-406-3753. **5 BURT'S BEES** Wings of Love Light Concealing Creme, \$9; burtsbees.com. **6 STILA** Concealer in Fair, \$16; stilacosmetics.com. **7 GLO MINERALS** Camouflage brush, \$14. **8 VINCENT LONGO** Concealer brush, \$28; sephora.com. **9 LANCÔME** Photogenic Skin-Illuminating Concealer, \$23; lancome.com.

scars, veins and stretch marks

Get a leg up on skin imperfections like varicose veins and scars with opaque, smudge-resistant corrective concealers—and feel free to be heavy-handed with the application. “The skin on your body has a much different texture than the skin on your face, so you’ll need a heavier concealer that’s almost theatrical,” says makeup artist Sue Devitt, creator of the Sue Devitt Studio cosmetics line. Water-resistant concealers specially formulated for covering scars, like Dermablend, work well. For natural-looking coverage, apply lightweight moisturizer on the area, then use a nylon-bristle makeup brush to “paint” on a corrective concealer in the same shade as your skin tone. Gradually add additional concealer if necessary and set with loose powder.



HAIR BY GEORGE MAALOUF FOR PAUL LABRECQUE SALON AT UTOPIA
MAKEUP BY MUNEMI IMAI FOR UTOPIA USING SHISEIDO
PRODUCED BY BARBARA MOSS

HIDE IN PLAIN SIGHT

Talk about seeing the light: Concealers with light-scattering particles can soften even severe dark-purple undereye circles. **1 NEUTROGENA** Skin Soothing Undereye Corrector, \$8.99; drugstores. **2 ESTÉE LAUDER** Prime FX Pro-Concealment Kit, \$25; esteelauder.com. **3 BENEFIT** Lemon-Aid eyelid primer, \$18; benefitcosmetics.com. **4 PRESCRIPTIVES** Camouflage Cream Concealer in Yellow/Orange, \$16.50; prescriptives.com. **5 L'ORÉAL** AirWear Long-Wearing Concealer, \$9.95; drugstores. **6 PHYSICIANS FORMULA** Magic Cube Concealer in Yellow, \$5.95; drugstores. **7 ELIZABETH ARDEN** Flawless Finish Concealer in Deep, \$14; dillards.com.



dark circles

Don't blame a round-the-clock lifestyle for dark undereye circles. While stress, lack of sleep and anemia can exacerbate these sooty smudges, they're mostly a matter of genetics. “The thinner the skin under your eyes, the more your red and blue blood vessels show through,” says Doris J. Day, M.D., a dermatologist in New York City. To lighten up your undereye area, first apply an eye cream or thick moisturizer (the delicate skin here lacks oil glands). With your ring finger, dab concealer one shade lighter than your skin tone onto the darkest undereye shadows and along the inner corners of your eyes. Pat lightly to blend and dust with loose powder to set.